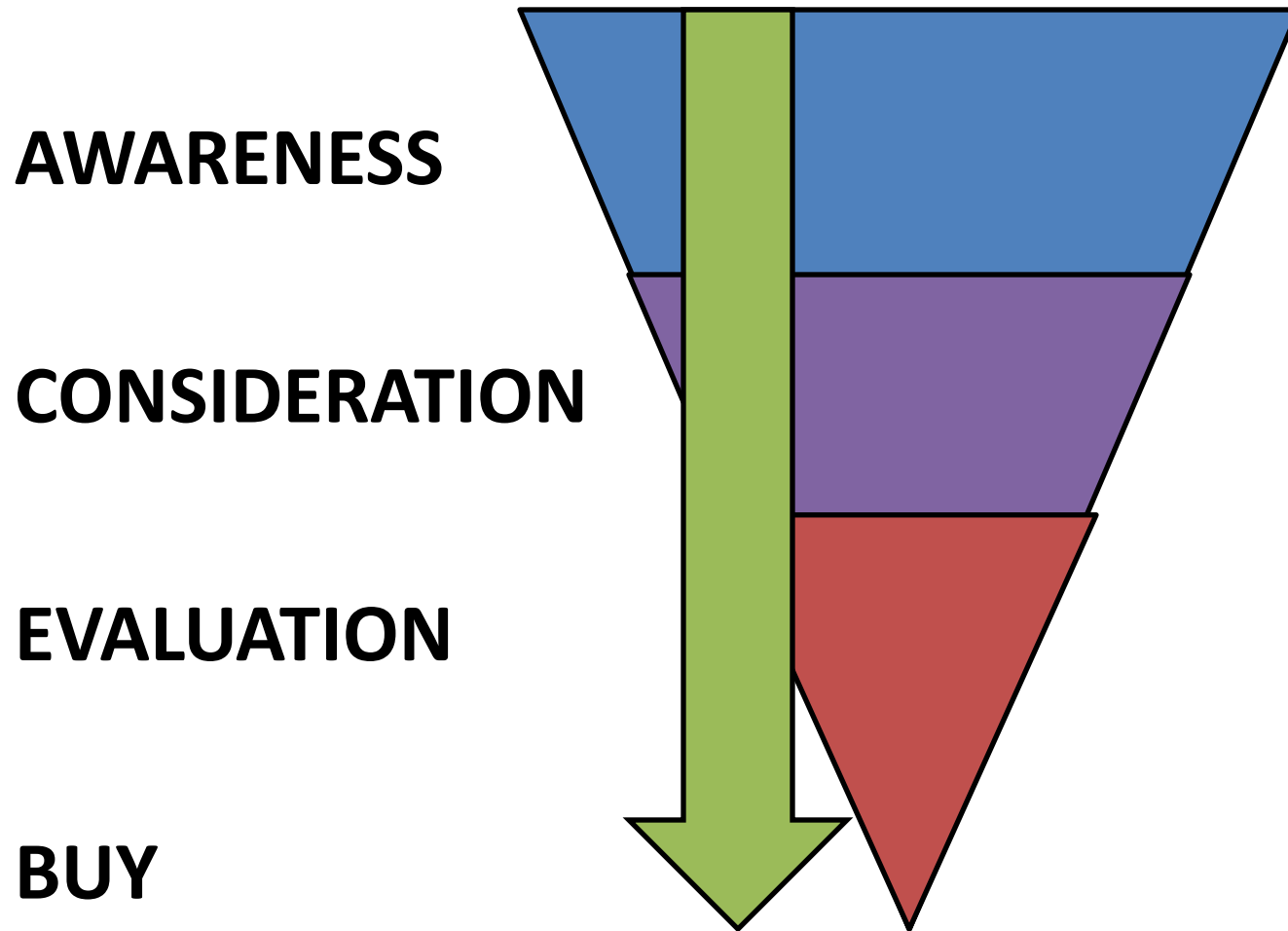


Social Media Marketing for Artists



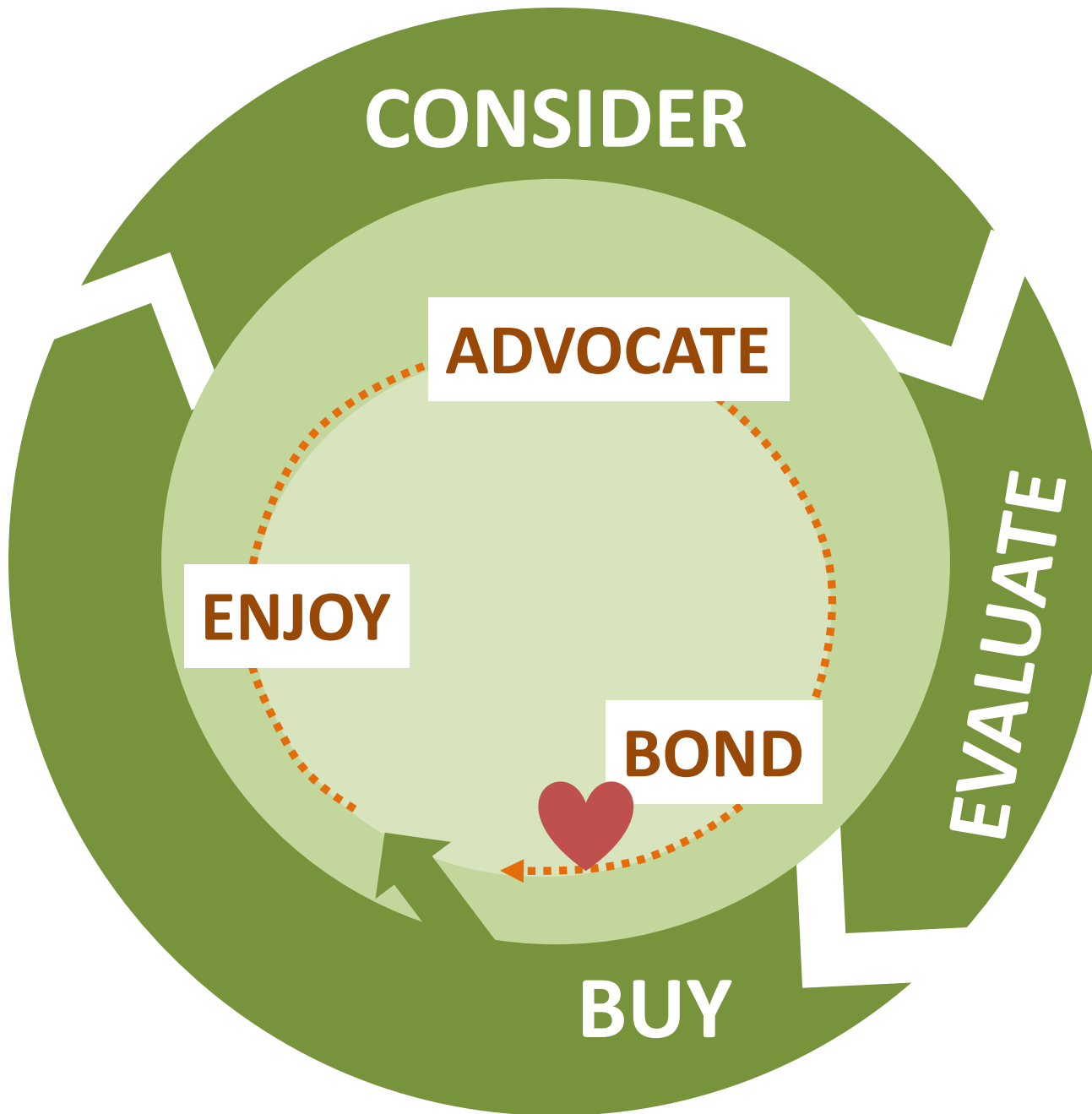
Sarah “Intellagirl” Smith-Robbins, PhD
sabsmith@indiana.edu

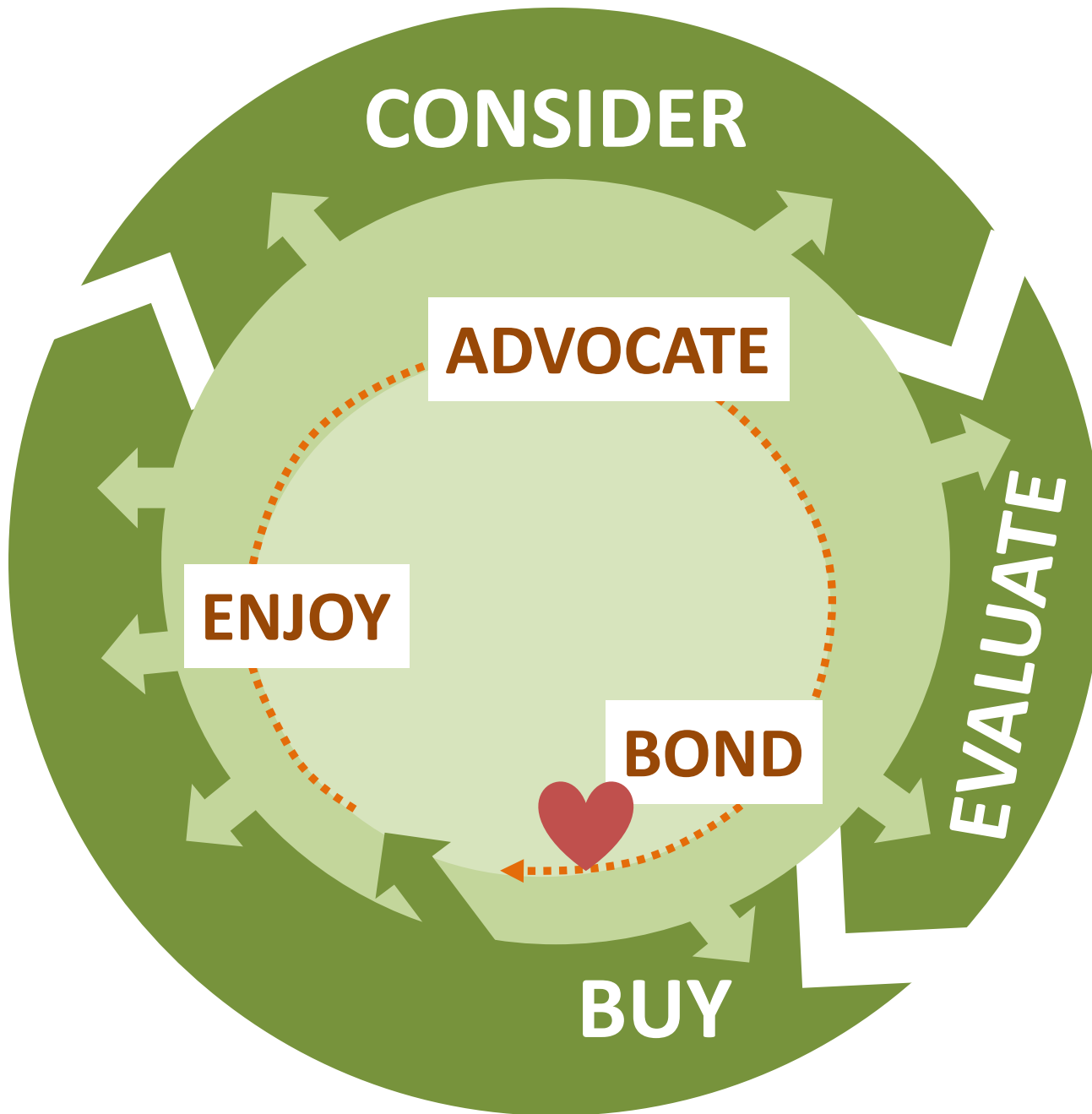
The old model- the funnel



The new model:

The Consumer Decision
Journey (CDJ)





CREATING YOUR PLAN:

Moving customers
around the loop

CDJ STEP

**YOUR
MESSAGE/CONVERSATION**

YOUR PLAN

YOUR METRICS

WHAT DO YOU WANT
TO SAY?
WHAT DO YOU WANT
CUSTOMERS TO
KNOW?

HOW AND WHERE
WILL YOU CONVEY
YOUR MESSAGE?

HOW WILL YOU
KNOW IT'S
WORKING?

CONSIDER

AWARENESS, EXPOSURE

- Making the most of existing marketing efforts: shows, fairs, etc
- Ensuring that your work is easily found



Lisa is known world-wide for her primitive style in quilting. She resides in Menasha, WI. This is where it all happens for her at her quilt shop, Primitive Quilting. Her customers love Lisa's primitive and folk-art designs.

CONSIDER

AWARENESS, EXPOSURE


YOUR MESSAGE/CONVERSATION	YOUR PLAN	YOUR METRICS
<ul style="list-style-type: none">• Approachable• Presenting owning your art as a “real possibility”	<ul style="list-style-type: none">• Homepage with basic information• Add link to page to profiles, programs, event websites etc.	<ul style="list-style-type: none">• Traffic to page or other profiles• Correlation between successful sales at events and traffic to site

EVALUATE

LEARN, COMPARE, CONNECT

[Pin it](#) 18 [Like](#) [Visit Site](#) [Send](#) [Share](#)

Rex Ray: Art and Design




YouTube

1:11 / 2:56

Found on youtube.com

[Rex Ray: Art and Design](#) by BookVideosTV on Youtube

 **Melissa Dyer-Causton** • 1 year ago
Rex Ray. Good little interview talking about working through blocks/difficulties. Nice for IB students.

see

e



EVALUATE

LEARN, COMPARE, CONNECT


YOUR MESSAGE/CONVERSATION	YOUR PLAN	YOUR METRICS

- Behind the scenes photos or videos
- Small tutorials

BUY

COMMITMENT, BECOMING PART OF SOMETHING

- Customers aren't just buying your work. They're buying a connection with your idea, with you.



Amy and Lisa
Anderson, IN, United States

Follow

Profile

Favorites

Followers: 910

Contact

Shop

FolkOfTheWoodCrafts
Handmade Costumes & Leatherwork

Amy and Lisa's Profile

About
Hello!
We are Lisa & Amy, the mother & daughter team and creative minds behind Folk of the Wood Crafts ~

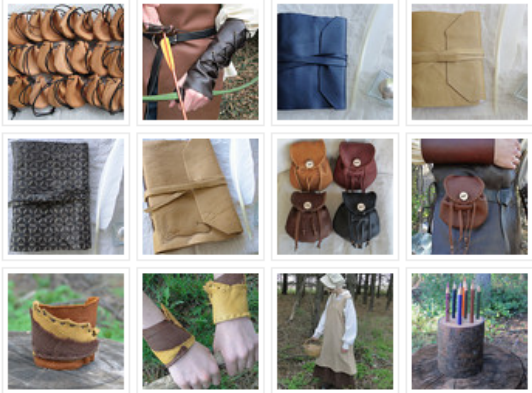
Take a moment to check out our About Page!
<http://www.etsy.com/shop/FolkOfTheWoodCrafts/about/>

And visit our shop!
http://www.etsy.com/shop/FolkOfTheWoodCrafts?ref=si_shop

Get daily updates and a behind the scenes look at Folk of the Wood Crafts through Facebook!
www.facebook.com/FolkoftheWoodCrafts

Also on -

Shop [See more](#)



Favorite items [See more](#)

BUY

COMMITMENT, BECOMING PART OF SOMETHING

YOUR MESSAGE/CONVERSATION	YOUR PLAN	YOUR METRICS

- Offer additional information about the work to the customer
- Invite the customer to sign up for a newsletter etc.

ENJOY

RELATIONSHIPS, EXPERIENCE

- Follow-up after purchase
- Make customers feel special, access to inside information



ENJOY

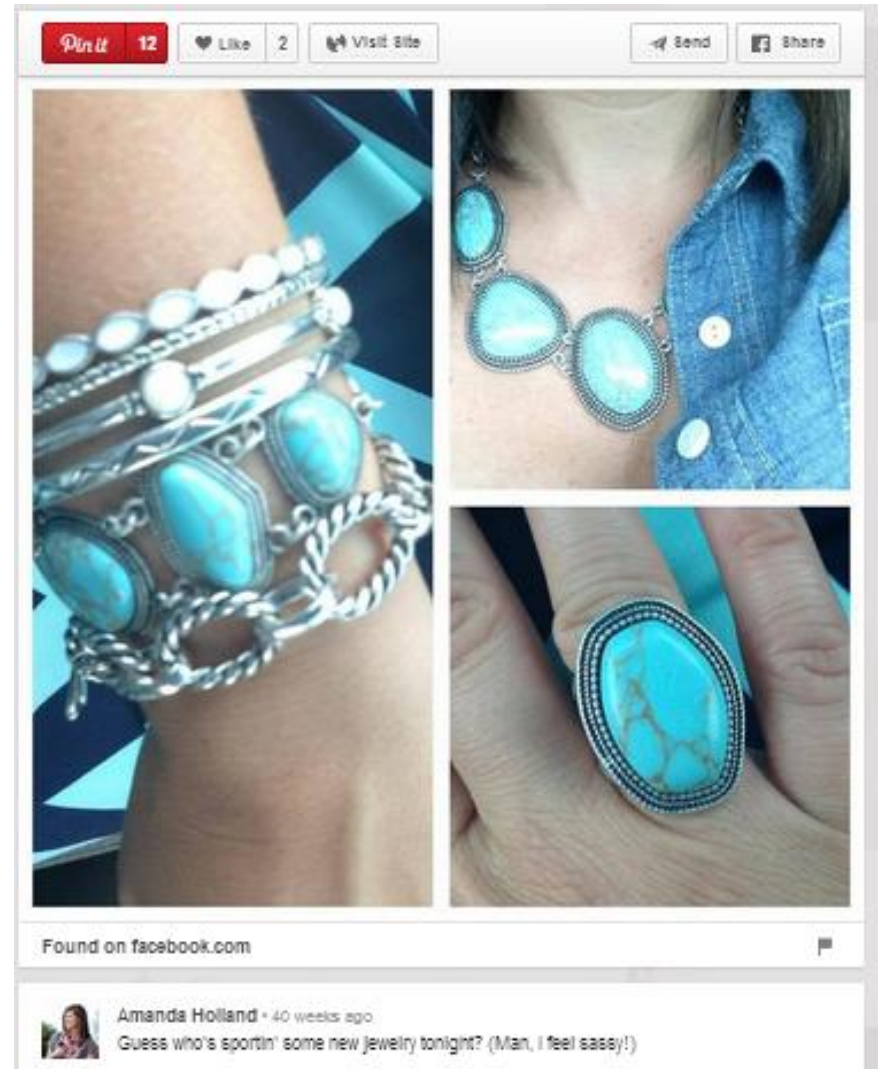
RELATIONSHIPS, EXPERIENCE

YOUR MESSAGE/CONVERSATION	YOUR PLAN	YOUR METRICS

- Monthly newsletter with images of new work
- Invite customers to join your FB page, follow you on Twitter, follow your Pinterest board

CONVERSATION, CONNECTION

- Give fans something to say and a reason to say it
- Let them spread the word about your work



CONVERSTATION, CONNECTION

YOUR MESSAGE/CONVERSATION	YOUR PLAN	YOUR METRICS

- Respond to comments
- User Google alerts to watch out for mentions of your work



♥ BOND ♥

LOYALTY, LASTING CONNECTION

- Make it easy for customers to become fans, loyal customers





BOND

LOYALTY, LASTING CONNECTION

YOUR MESSAGE/CONVERSATION	YOUR PLAN	YOUR METRICS

TIPS

Be yourself

Have an opinion

Be your brand

TIPS

**Don't apologize for
making a living.**

TIPS

Choose one step/tool
to start with.

Make a plan and stick
to it.

TIPS

Don't think "I don't
have time to do all of
this."

Questions?



Sarah “Intellagirl” Smith-Robbins, PhD

sabsmith@indiana.edu

Twitter: Intellagirl